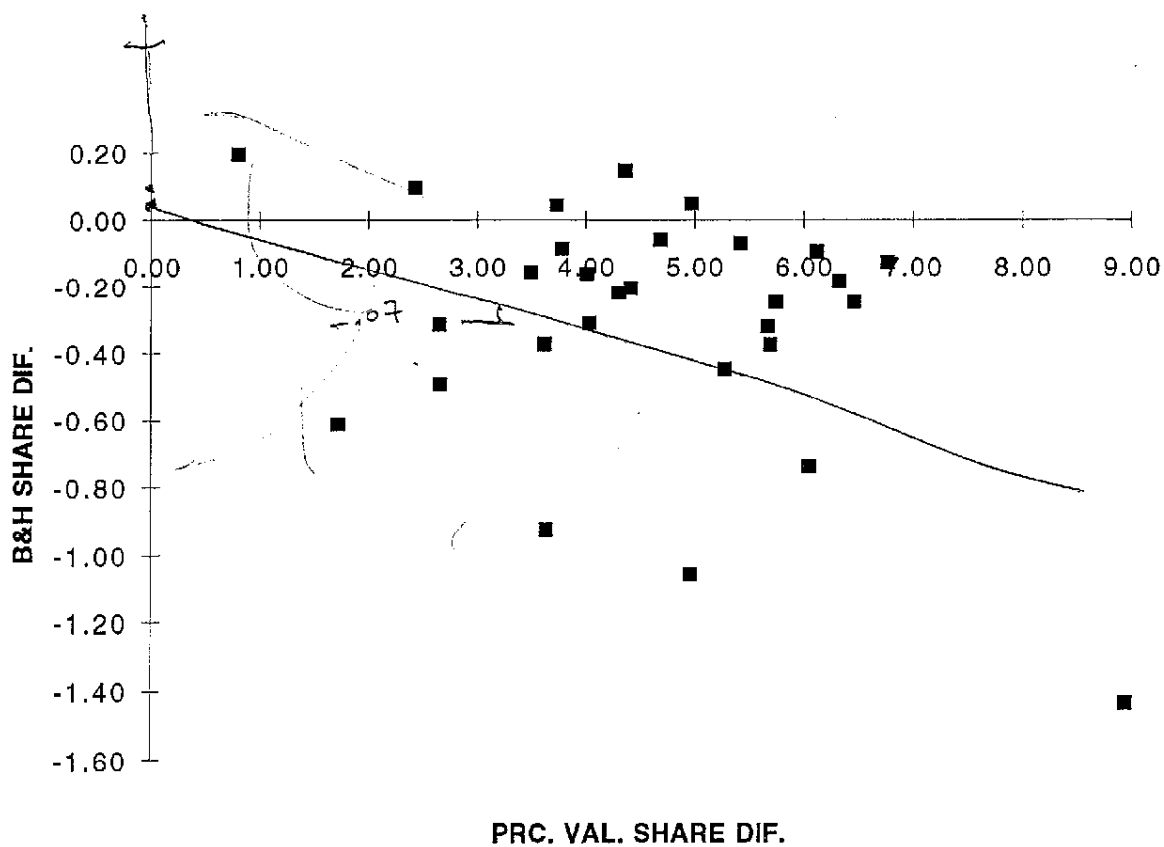


## SCATTER GRAPH 2

①	B&H/PV		③	VS/PV		②	B&H/Cambridge	
	-0.07864	0.059215		-0.04048	-0.20618		0.154071	-0.32965
	0.038862	0.189279		0.030021	0.146217		0.246272	0.082809
	0.131684	0.347731		0.063096	0.268621		0.014289	0.370493
	4.094665	27		1.818312	27		0.391393	27
2	0.495115	3.264763	5	0.131205	1.948251	11	0.053724	3.706153
⑫	VS/Misty		⑤	B&H/Montclair		⑧	VS/Cambridge	
	-0.27648	-0.23424		0.160221	-0.39667		0.352581	-0.4575
	0.183442	0.115498		0.122799	0.099572		0.171538	0.05768
	0.077602	0.266534		0.05931	0.361933		0.1353	0.258063
	2.271521	27		1.702346	27		4.224701	27
4	0.161369	1.918086	6	0.223	3.536878	#N/A	0.28135	1.798106
⑥	B&H/Misty		⑪	VS/Montclair		④	B&H/Alpine	
	0.406524	-0.53208		-0.10586	-0.32818		-0.47282	-0.31938
	0.244627	0.154021		0.091928	0.07454		0.538864	0.071529
	0.092792	0.355434		0.046815	0.270945		0.027724	0.367959
	2.761629	27		1.326093	27		0.769905	27
3	0.348885	3.410993	7	0.09735	1.982106	8	0.10424	3.655637
③	B&H/Bristol		⑨	VS/Bristol		⑩	VS/Alpine	
	-0.00483	-0.29803		-0.05324	-0.36082		0.301388	-0.37968
	0.086824	0.085483		0.063755	0.062771		0.402257	0.053396
	0.000115	0.373147		0.02518	0.274003		0.020368	0.274678
	0.003098	27		0.697432	27		0.561364	27
12	0.000431	3.759446	9	0.052362	2.027094	10	0.042354	2.037102

2060178373

SCATTER GRAPH ✓

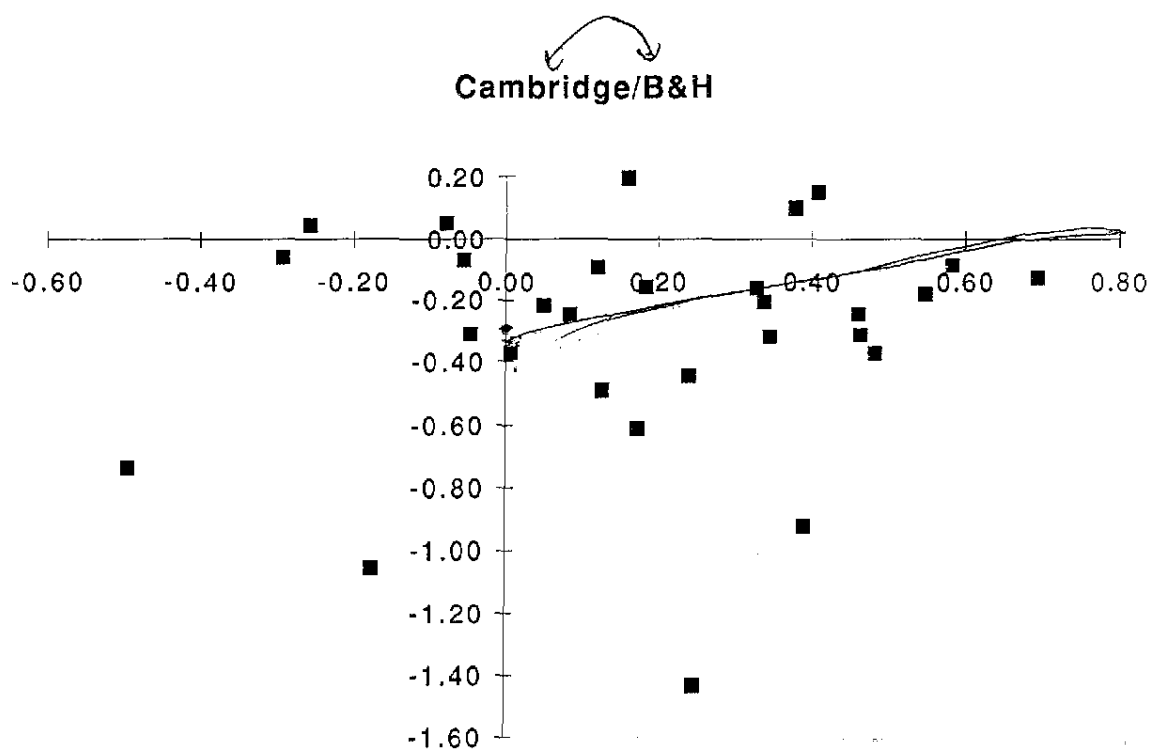


PRC. VAL. SHARE DIF.

Linest.

$$\begin{aligned} \text{slope} &= -0.07864 \\ Y \text{ intercept} &= 0.059215 \\ R^2 &= 0.131 \end{aligned}$$

2060178374



$$SE = 1.54$$

$$Y_{int} = -0.329$$

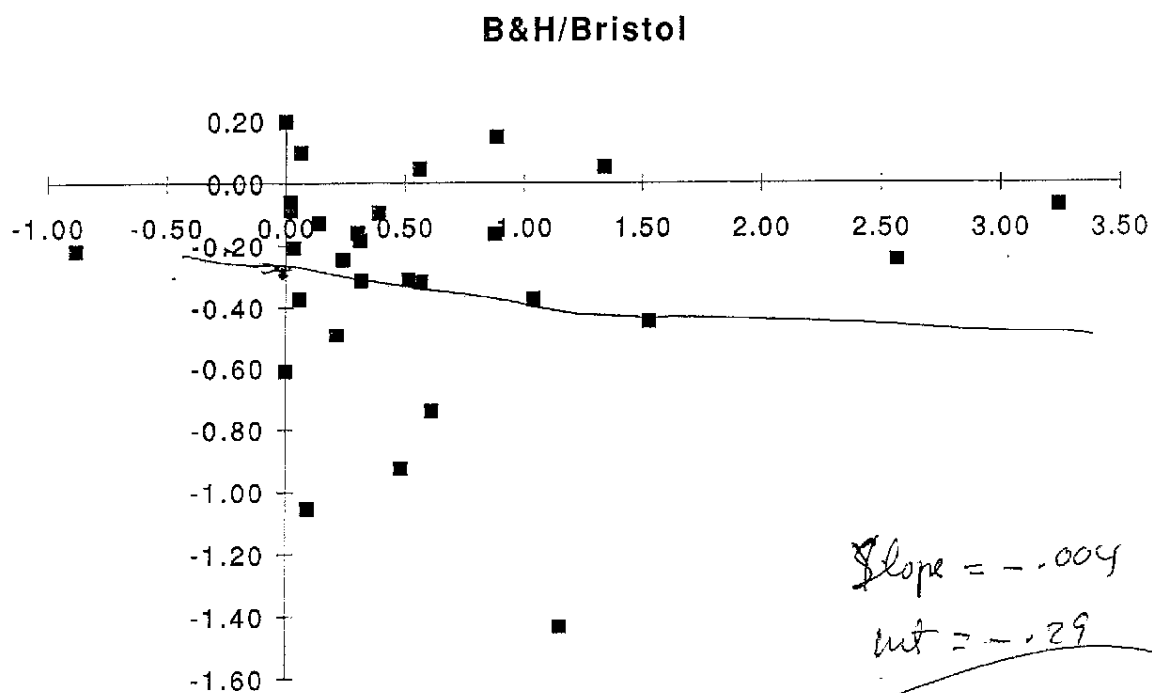
$$r^2 = 0.042$$

Not significant

$$X = 2.136$$

2060178375

scatter 3



$$\text{slope} = -.004$$

$$\text{int} = -.29$$

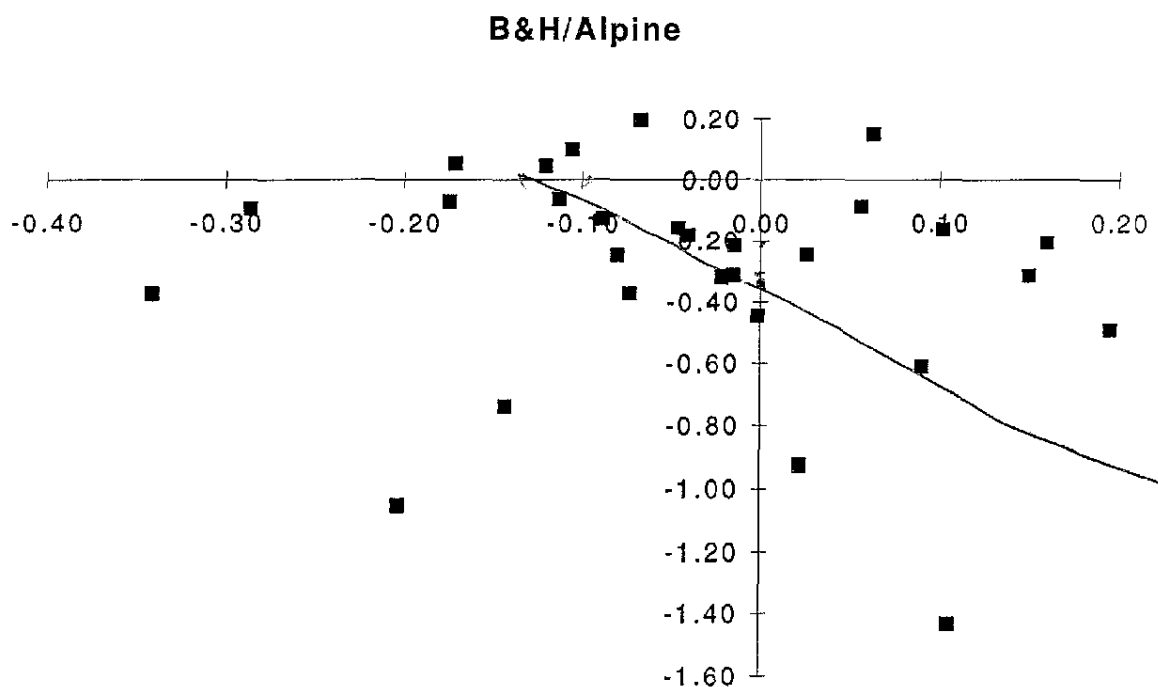
$$r^2 = .000115$$

Nothing

$$X = -72.5$$

2060178376

scatter



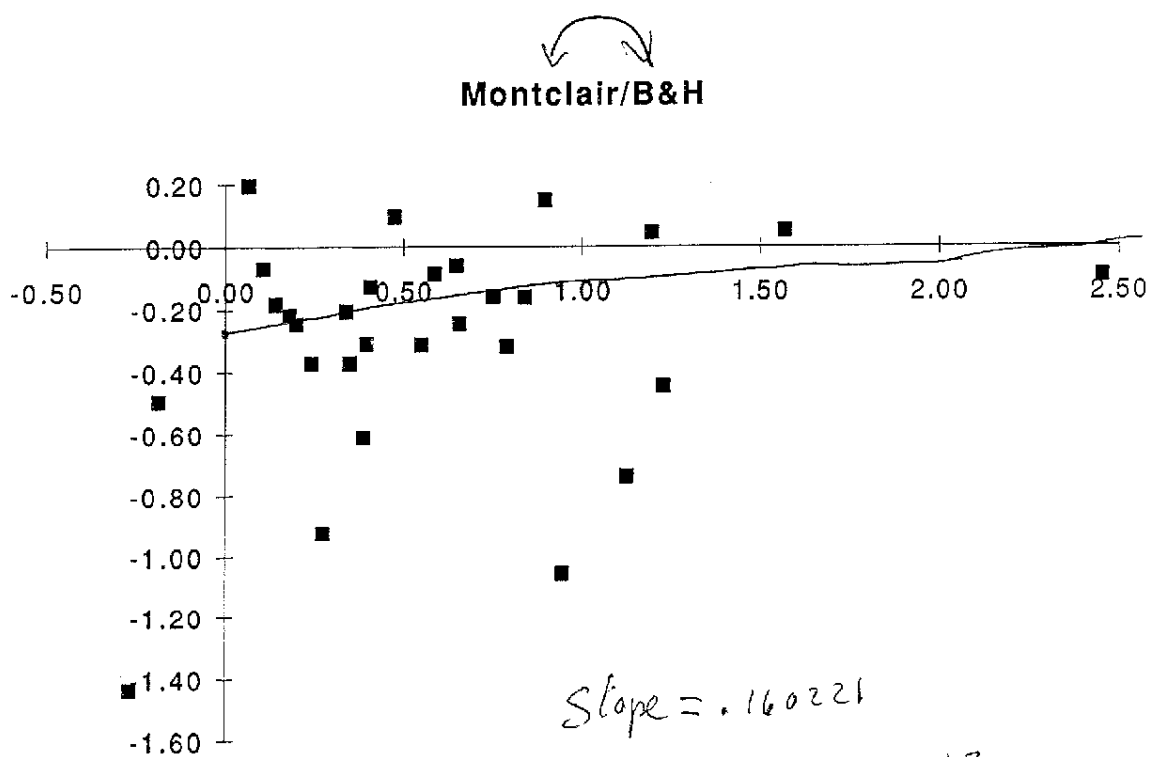
$$\text{Slope} = -0.47282$$
$$Y \text{ intercept} = -0.31938$$

$$r^2 = 0.0277$$

NO

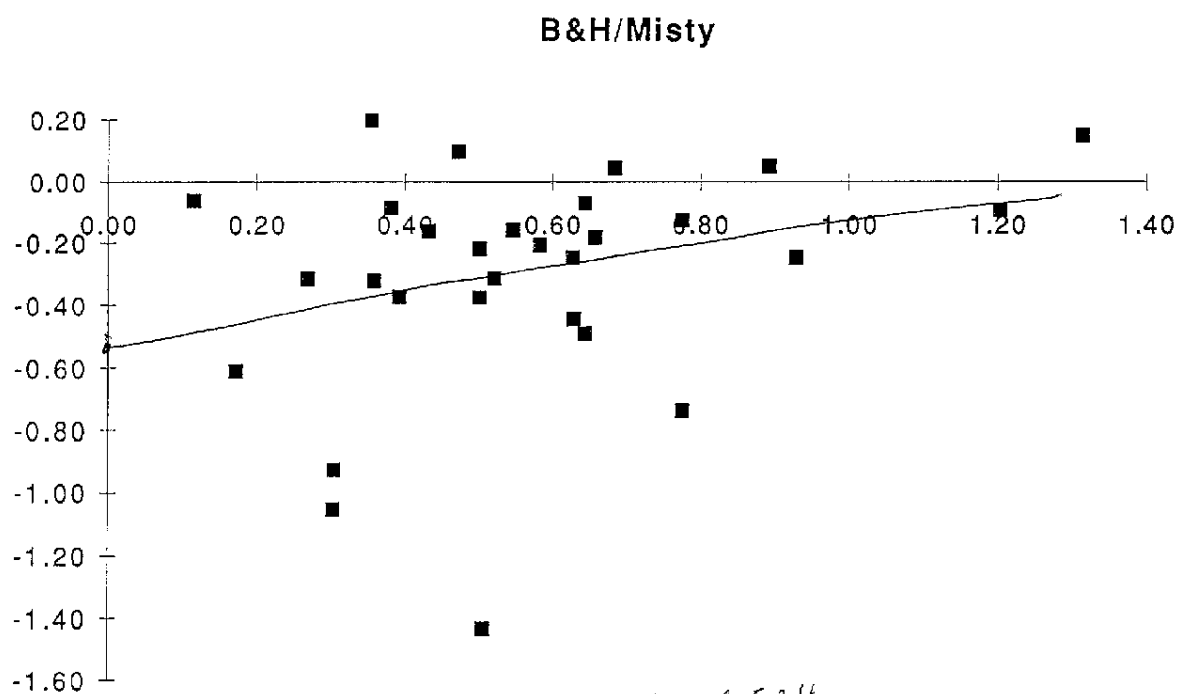
$$X = -0.674$$

scatter 5



$$\bar{x} = 2.475$$

scatter 6

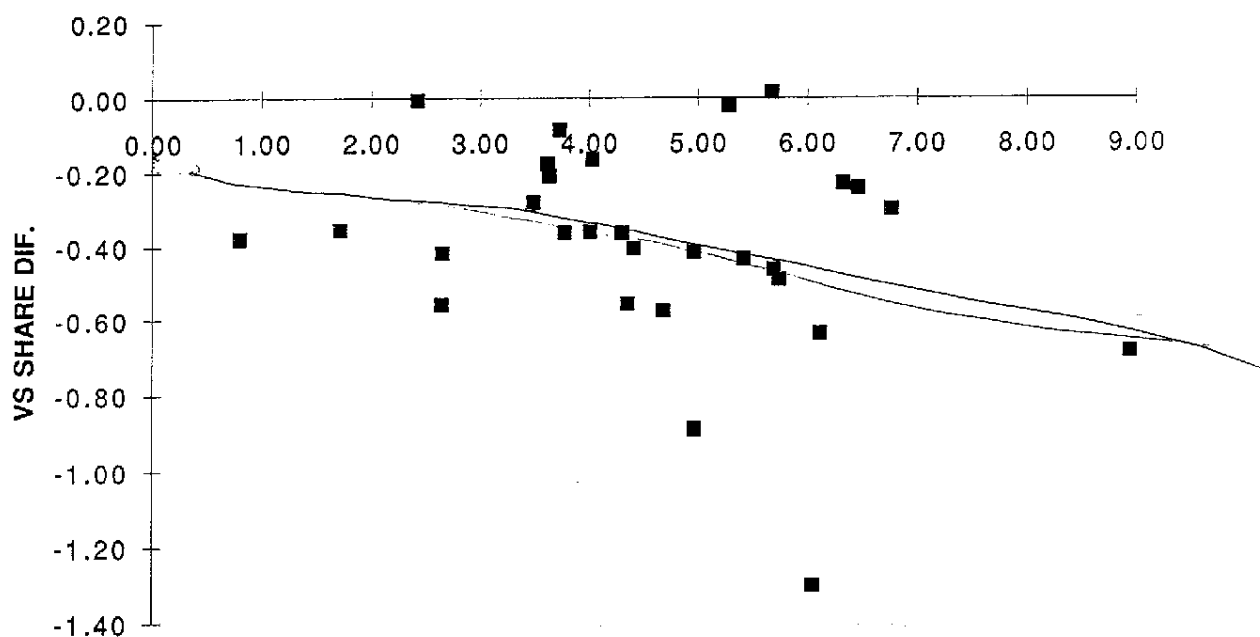


slope = 0.406524  
y intercept = -0.53208

$r^2 = 0.0927$

$X = 1.325$

SCATTER GRAPH ~~5~~



PRC. VAL. SHARE DIF.

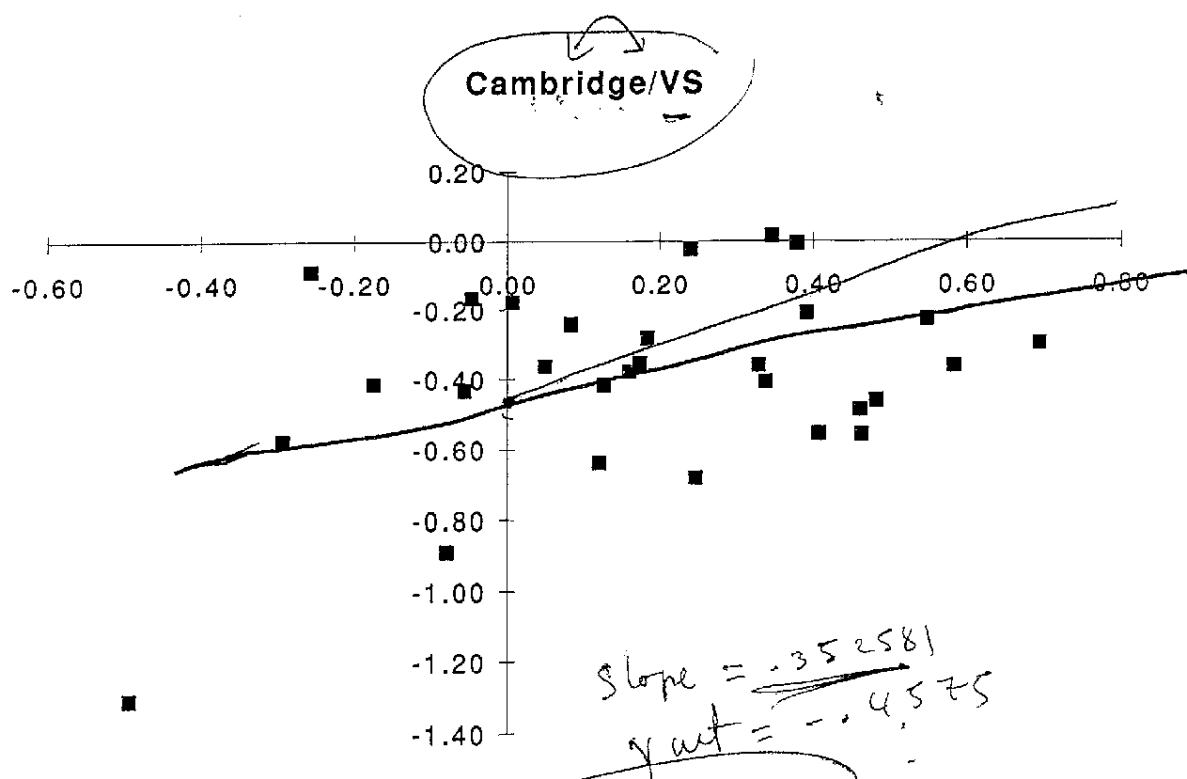
Slope =  $-0.04048$   
 $Y_{intercept} = -0.20618$   
 $r^2 = .063096$

$X = 5.08$

2060178380

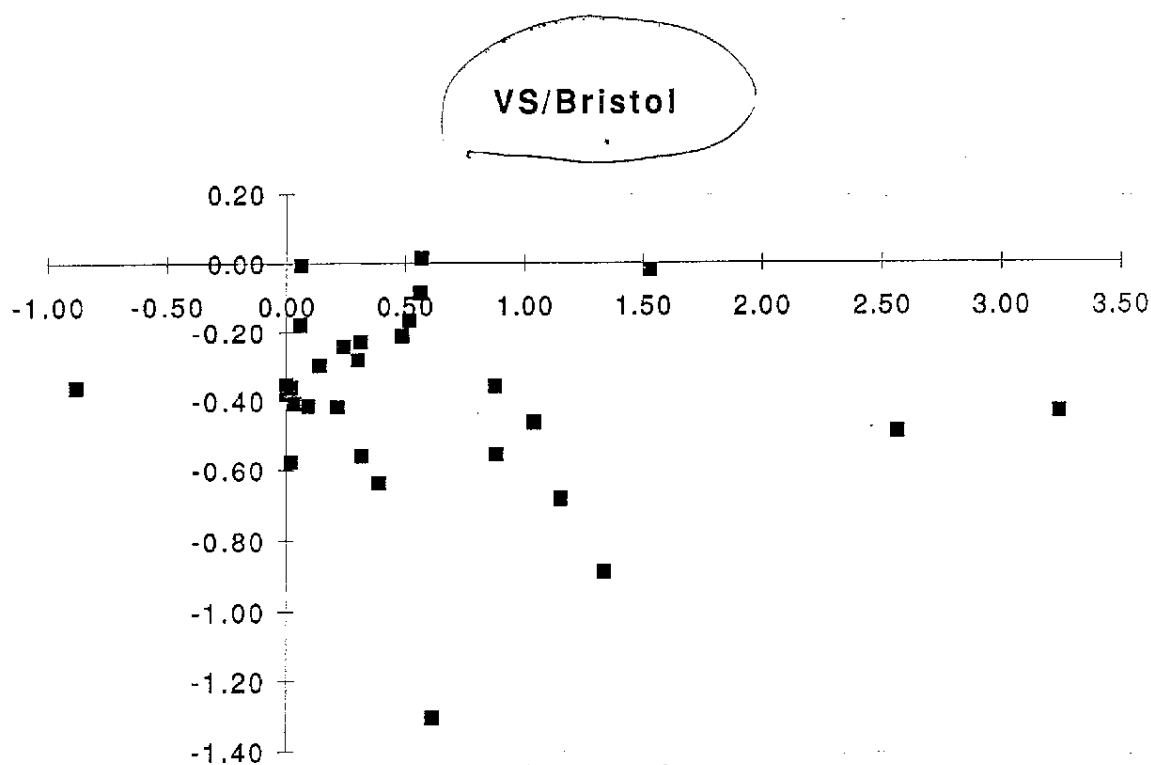


scatter *Bin*



$$Y = mX + b$$

$$X = 1.3'$$



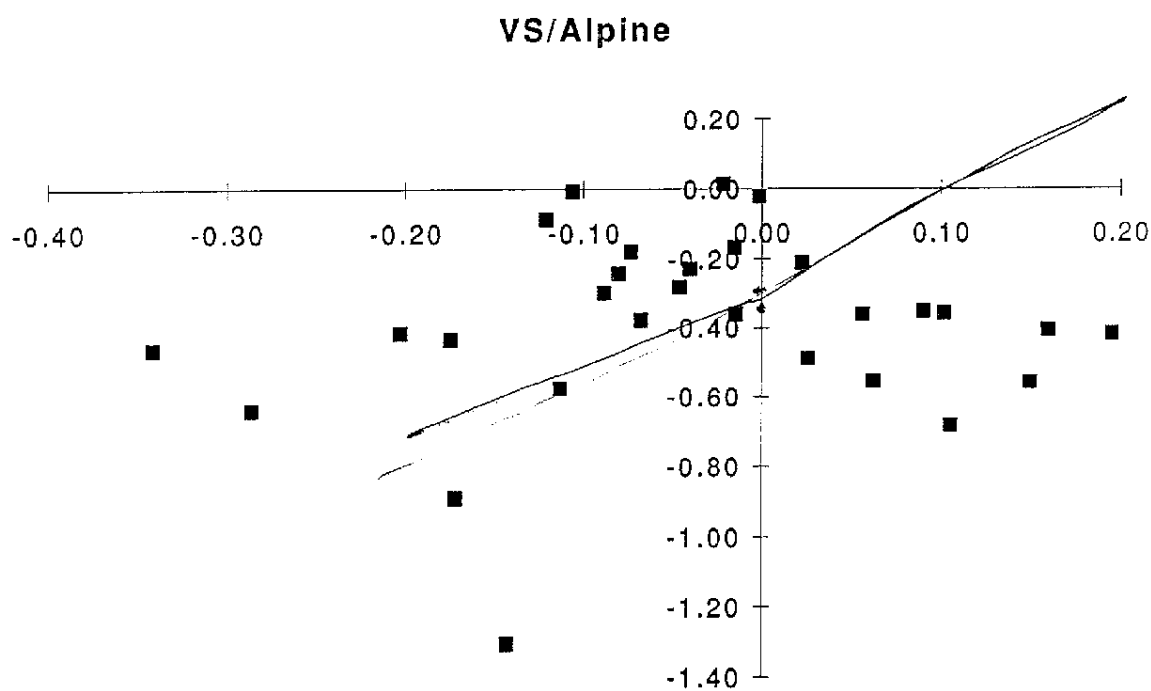
$$\text{Slope} = -0.05324$$

$$y \text{ int} = -0.36082$$

$$r^2 = 0.0637$$

$$X = -6.8$$

2060178382



$$\text{slope} = .301$$

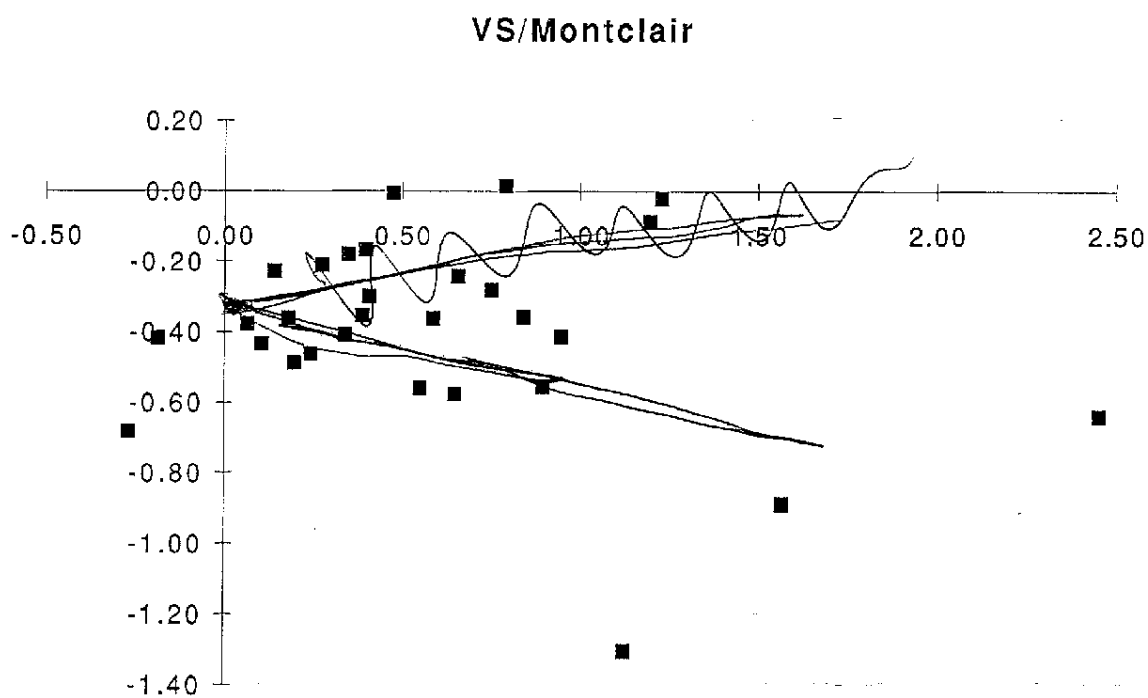
$$y_{\text{inter}} = -.379$$

$$r^2 = .026$$

NO

$$X = 1.26$$

scatter 11



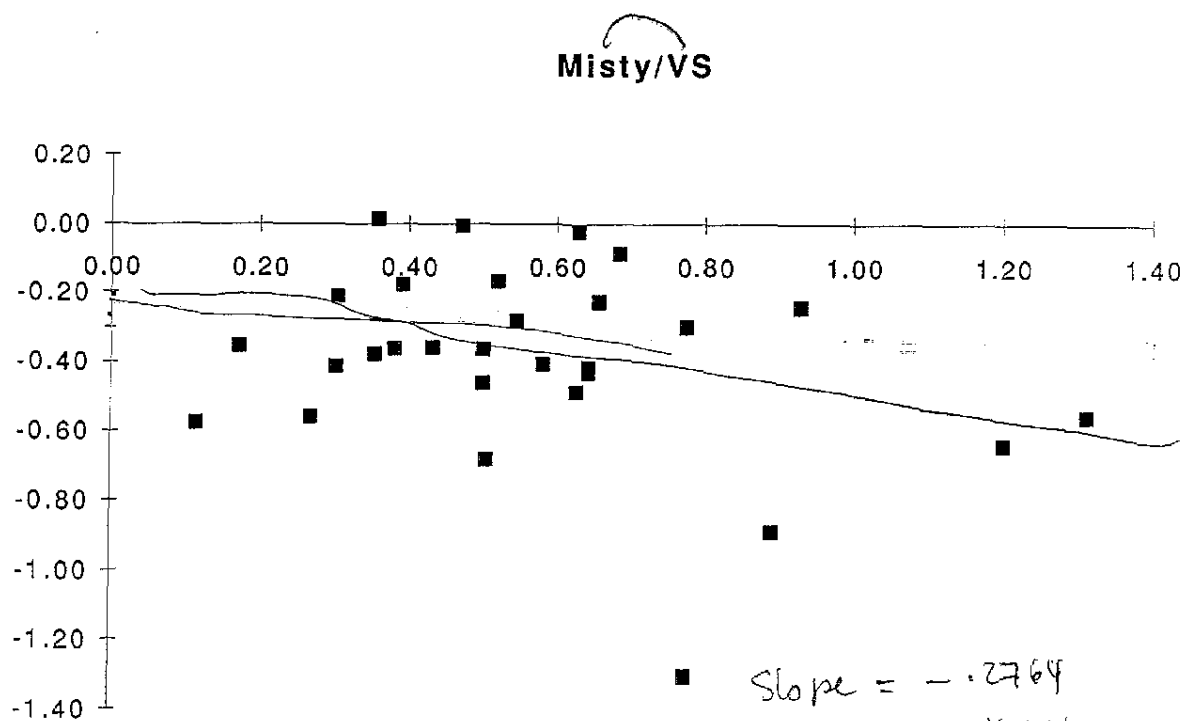
$$\text{slope} = -.10596$$

$$y_{\text{inter}} = -.32818$$

$$r^2 = .046815$$

$$X = -3.1$$

2060178384



Slope =  $-0.2764$   
 $Y_{int.} = -0.2342$

$r^2 = 0.77$

$X = 0.846$

PROFILES

*People*  
*Faded*

SWITCHING INFORMATION								
IN-SWITCHERS TO PV								
	TOT. NO.	ALL	B&H	B&H REAL	B&H FARE SHARE	VS	VS REAL	VS FARE SHARE
PRIC. VAL.	4,499	31.0%	1.0%	3.2%	108.61	1.0%	3.2%	101.12
CAMBRIDGE	662	27.6%	0.8%	2.9%	97.59	0.4%	1.4%	45.43
BRISTOL	184	69.6%	1.6%	2.3%	77.40	1.6%	2.3%	72.06
ALPINE	145	40.7%	3.4%	8.4%	281.27	2.1%	5.2%	161.75
MONTECLAIR	166	68.7%	4.2%	6.1%	205.84	3.0%	4.4%	136.89
MISTY				#NUM!	#NUM!		#NUM!	#NUM!
OUT-SWITCHERS FROM B&H AND VS								
	SHARE	B&H	B&H REAL	B&H FARE SHARE	VS	VS REAL	VS FARE SHARE	
TOTAL NO.		1238			1278			
OUT		11.6%			11.3%			
PRIC. VAL.	24.24%	3.6%	31.0%	128.0%	3.7%	32.7%	135.1%	
CAMBRIDGE	2.94%	0.4%	3.4%	117.3%	0.2%	1.8%	60.2%	
BRISTOL	1.37%	0.2%	1.7%	125.8%	0.2%	1.8%	129.2%	
ALPINE	0.70%	0.4%	3.4%	492.6%	0.2%	1.8%	252.8%	
MONTECLAIR	1.34%	0.6%	5.2%	386.0%	0.4%	3.5%	264.2%	
MISTY	0.62%	0.4%	3.4%	556.2%	1.1%	9.7%	1570.1%	
Donal	3.2%							

*4,399 people*  
*14 p*

9888210902

PROFILES 2

SMOKERS PROFILE								
SWITCHERS DEMOGRAPHIC								
	B&H	VS	PRIC VAL	CAMBRIDGE	BRISTOL	ALPINE	MONTCLAIR	MISTY
	OUT	OUT	IN	IN	IN	IN	IN	IN
NUMBER	143	144	1397	183	128	59	114	
SHARE	2.97	3.19	24.24	2.94	1.37	0.70	1.34	0.62
MEN	24.5%	2.1%	42.1%	<b>43.6%</b>	49.2%	30.5%	34.2%	
WOMEN	<b>75.5%</b>	<b>97.9%</b>	<b>57.9%</b>	56.3%	<b>50.8%</b>	<b>69.5%</b>	<b>65.8%</b>	
18-24	<b>11.2%</b>	<b>13.2%</b>	<b>8.0%</b>	<b>6.6%</b>	6.2%	<b>8.5%</b>	5.3%	
25-34	<b>38.5%</b>	<b>38.9%</b>	<b>27.2%</b>	<b>24.6%</b>	21.9%	23.7%	<b>23.7%</b>	
35-44	26.6%	27.8%	26.8%	<b>32.2%</b>	25.8%	30.5%	30.7%	
45-54	15.4%	11.8%	19.3%	17.5%	21.1%	17.0%	22.8%	
55-64	4.9%	7.6%	12.7%	11.5%	<b>20.3%</b>	<b>17.0%</b>	7.9%	
65+	3.5%	0.7%	6.1%	7.6%	4.7%	3.4%	9.6%	
WHITE	<b>81.1%</b>	88.2%	<b>92.6%</b>	92.4%	94.5%	79.7%	96.5%	
BLACK	12.6%	7.6%	3.9%	22.0%	3.1%	<b>17.0%</b>	0.9%	
SPANISH	4.6%	1.4%	2.8%	<b>3.3%</b>	2.3%	<b>5.1%</b>	<b>2.6%</b>	
NO COLLEGE	44.1%	53.5%	67.7%	<b>69.4%</b>	74.2%	66.1%	<b>65.8%</b>	
SOME COLLEGE	53.8%	46.5%	31.1%	29.5%	<b>25.8%</b>	32.2%	32.5%	
<\$30K	<b>46.8%</b>	<b>47.9%</b>	<b>59.6%</b>	<b>57.4%</b>	64.1%	55.9%	<b>60.5%</b>	
'+\$30K	43.4%	45.1%	<b>31.8%</b>	33.9%	24.8%	27.1%	35.1%	
NEILSEN A	47.6%	26.4%	19.3%	16.9%	8.6%	<b>37.3%</b>	20.2%	
B	29.4%	33.3%	34.9%	32.2%	24.2%	28.8%	<b>36.8%</b>	
C	12.6%	<b>20.1%</b>	23.5%	21.9%	39.8%	11.9%	21.9%	
D	10.5%	<b>20.1%</b>	22.3%	<b>29.0%</b>	27.3%	<b>22.0%</b>	<b>21.0%</b>	
Region1	13.3%	14.6%	<b>15.2%</b>	11.5%	20.3%	<b>25.4%</b>	16.7%	
2	21.0%	27.1%	18.4%	18.0%	<b>16.4%</b>	13.6%	25.4%	
3	23.1%	23.6%	28.0%	32.2%	32.0%	<b>32.2%</b>	<b>25.4%</b>	
4	20.3%	25.0%	26.1%	24.6%	26.6%	23.7%	<b>21.0%</b>	
5	22.4%	9.7%	12.3%	13.7%	4.7%	5.1%	11.4%	

2888210902

Carton <sup>IS</sup> Pack

CA IS VS

Consumption

pack IS Carton

point  
pack  $\rightarrow$  <sup>trial</sup> ultimate  
purchase

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Mul

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